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ABSTRACT

This publication is intended to help students in planning for their educational and vocational needs. The program of agribusiness and service is to prepare high school students enrolled in vocational agriculture for employment in related occupations where knowledge, skills, and abilities in agriculture are required. Career opportunities and program explanations are presented to give a better understanding of the agribusiness programs for high school students. (GE)

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AGRI-BUSINESS

IS IT FOR ME?

By William Diley

Agricultural Education Service
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The Ohio State University
1971

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WHY IS A VOCATIONAL AGRICULTURE CO-OPERATIVE TRAINING PROGRAM NECESSARY?

IF IT IS TO BE, IT IS UP TO ME,
SUCCESS IS UP TO YOU.
YOU CAN BE WHAT YOU WANT TO BE.
YOU MAKE ALL THE DECISIONS.

It is with this in mind that this booklet has been prepared to help students in planning for their educational and vocational needs. Proper planning leads to better chances of selecting a successful field of work. This causes less conflict and frustration for the student while in school and after graduation.

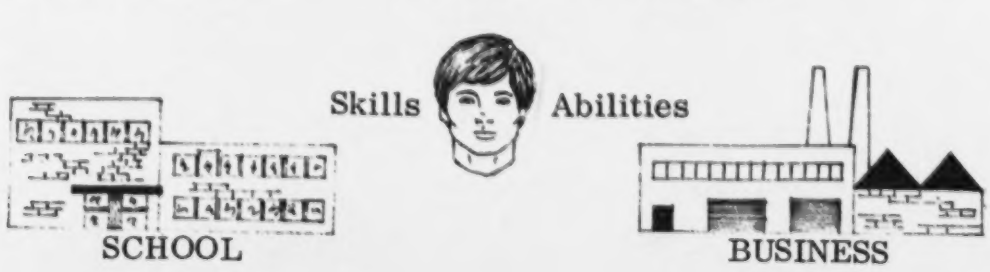
Modern agricultural operations have become so complex, involve so much capital, that thorough training is needed to conduct a successful farming operation.

However, agriculture is not only for farmers. Agriculture is a broad field, with fascinating new opportunities. It needs trained persons to process and distribute agricultural products, to give special services to people who actually produce these products and to do research and teaching that will make our agricultural production and distribution even more efficient.

Approximately 15% of all jobs are in agriculture, jobs important to everyone, jobs with futures, jobs with financial and personal rewards.

Purpose

The program of agri-business and service is to prepare high school students enrolled in vocational agriculture for employment in related occupations where knowledge, skills, and abilities in agriculture are required.



What Is Agri-Business?

A cooperative vocational education program designed to prepare students to work in agricultural businesses.

AGRICULTURAL MACHINERY AND EQUIPMENT	AGRICULTURAL PRODUCTS-HANDLING AND PROCESSING	ORNAMENTAL HORTICULTURE
AGRICULTURAL SUPPLIES		AGRICULTURAL SERVICE ASSISTANT

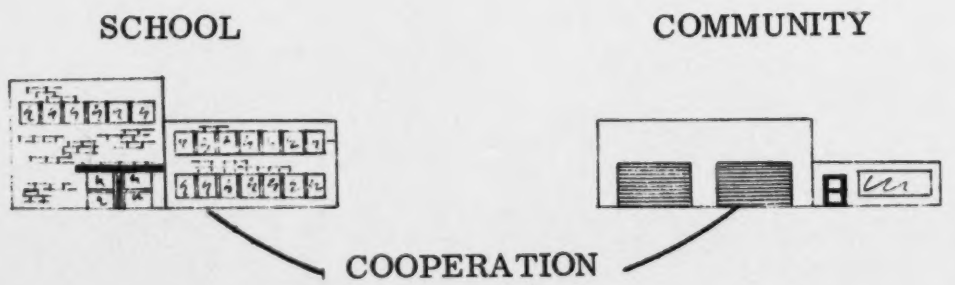
Why Agri-Business?

The Vocational Act of 1963 made provisions for vocational education in agricultural occupations other than farming as well as farming. It included the non-farming agricultural occupations because of the increasing numbers of such employees who could benefit from programs of vocational education.

What Are the Employment Needs in Agriculture?

Yearly number of employees needed by competency groups in Ohio.

Professional	653
Technical	360
Proprietors and Managers	217
Clerical	293
Sales	1,942
Skilled Workers	1,598
Semi-skilled Workers	6,033
Service Workers	4,794
Total	15,890

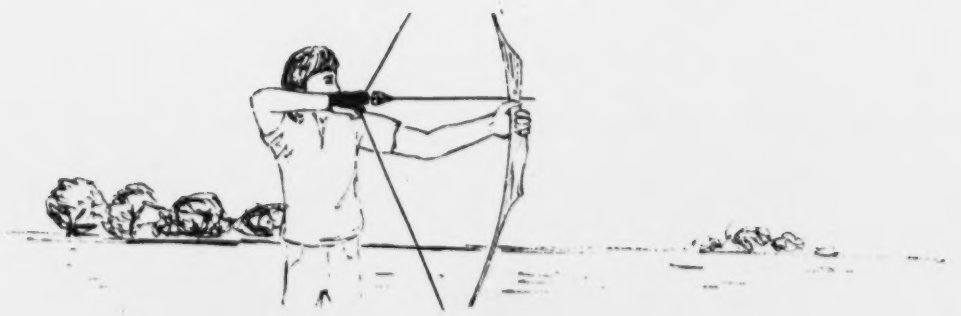


How is the Program Carried Out?

The program is accomplished by a cooperative effort involving the school, the parents, the student, the teacher, and the agricultural business.

EACH LINK MUST BE STRONG

A chain is as strong as its weakest link.



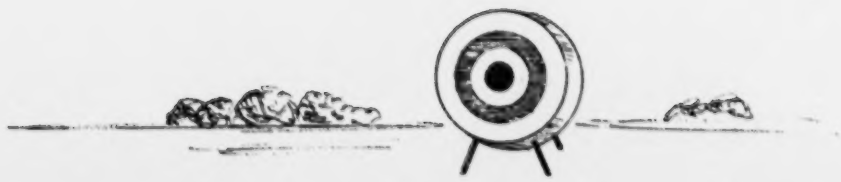
WITH OPPORTUNITIES LIKE THESE HOW CAN I MISS?

Research
- Production
- Marketing
- Economics
- Agricultural Engineering
- Equipment & Utilities
- Processing
- New Uses & Methods
- New Products
- By Products
- Conservation
- Reclamation
- Rural Sociology

Industry
- Machinery & Equipment
- Food Processing
- Grain & Seed Processing
- Meat & Poultry Packing
- Fertilizer & Lime
- Pesticides & Herbicides
- Feed Manufacturing
- Dairy Processing
- Fats & Oils
- Textiles & Fibers
- Buildings & Utilities
- Forest Products

Business
- Banking & Credit
- Insurance
- Farm Management
- Cooperative Management
- Land Appraisal
- Grading Packaging & Labeling
- Marketing
- Storage & Warehousing
- Transportation
- Farm Utilities
- Custom Services
- Private Businesses

Education
- Vocational Agriculture
- Agricultural Extension
- College Instruction
- Governmental Agencies
- Farm Organizations
- Industrial Agencies
- Business Firms
- International Technical Aid
- Soil & Water Conservation

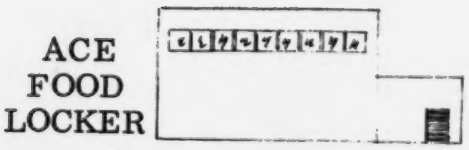


Communications
- Farm Reporting
- Newspapers
- Market Reporting
- Publications
- Magazines
- Photography
- Motion Pictures
- Radios
- Recording
- Television
- Advertising
- Exhibiting
- Training

Conservation
- Soil
- Water
- Range
- Forest
- Fish
- Wildlife
- Parks
- Turf

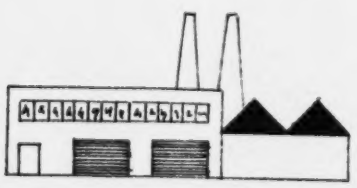
Services
- Inspection & Regulation
- Food and Feed
- Seed & Fertilizer
- Agricultural Chemicals
- Plant & Animal Quarantine
- Quality Control & Grading
- Organization and Foundations
- Agricultural Technicians
- Agricultural Consultants
- Agricultural Statisticians
- Veterinarians
- Foreign Agricultural Service

Farming & Ranching
- General
- Grain
- Dairy
- Swine
- Beef
- Sheep
- Poultry
- Cotton
- Forage
- Fruits
- Vegetables
- Tobacco
- Seeds
- Nursery
- Specialty

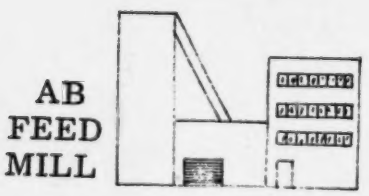


ACE
FOOD
LOCKER

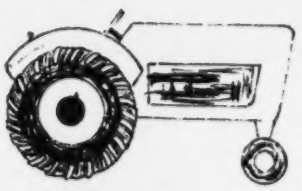
PRIME
SEED
DEALER



FARMER
MFG.



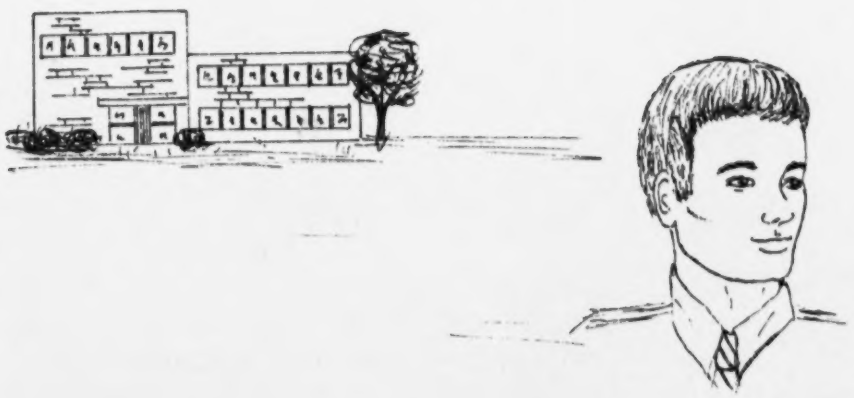
AB
FEED
MILL



AB
IMPLEMENT
DEALER

What Role Does The Business Play?

The student is given on-the-job training with supervision by a person selected from the cooperating business. One half of the day is spent in scheduled classes and the related agricultural business and service class. The other one half of the day is spent at the agricultural business, where the student receives instruction by the employer or his selected trainer. Thus the selected business man is both a teacher and an employer. He is the person mainly responsible to help the student obtain those many experiences required to become established in his chosen vocation.



What Role Does The Teacher And School Play?

The teacher teaches the related agricultural business class and supervises the students. He is also called the coordinator. Because he coordinates the classroom study with the procedures and practices in the agricultural business.

The school provides the classroom, laboratory, and facilities necessary to conduct the program.

What Role Do Parents Play?

Your parents are an important part of the team in the whole program of vocational agriculture. Along with your employer and your teacher, they can help the student obtain those many experiences required to become established in his chosen vocation.

What Is The Role Of The Student?

The student is both a student and an employee. While attending classes, he is a regular student. In the afternoon he is student and an employee.

What Does The Student Do?

He performs the regular tasks of an employee for which he is paid, while receiving instruction from the cooperator or the selected agricultural businessman. He also has study assignments related to his line of work.

What Are The Qualifications Of An Agri-Business Student?

The cooperator is looking for a student who is:

Dependable
Honest
Regular in Attendance
Well Groomed
Reliable

Which Students Should Enroll?

The one question that you will need to ask is "Will the program help me to accomplish my goal of becoming established in a related agricultural occupation?" Students should have had a minimum of one year of vocational agriculture before enrolling in agri-business.

Is Agri-Business For College Prep Students?

Yes, they may enroll in agri-business if they plan their courses in high school.

Example:

Freshman	Sophomore	Junior	Senior
English I	English II	English III	American Government
Phys. Ed.	Phys. Ed.	Phys. Ed.	Advanced Math
Earth Science	Geometry	American History	Agri-business
Algebra	Biology	Algebra	
Vo Ag I	Vo Ag II	Chemistry	
	Personal Typing	Vo Ag III	

Is Agri-Business Only For College Prep Students?

No, most of the students are not college prep students. Agri-business is a program designed to develop skills and abilities so that he may be better prepared to secure a job upon graduation from high school.

Example:

Freshman	Sophomore	Junior	Senior
English I	English II	English III	American Government
Phys. Ed.	Phys. Ed.	Am. History	Business Law
General Math	General Business	Business Arithmetic	Agri-business
Vo Ag I	Civics	Vo Ag III	
	Vo Ag II		

Can A Student Participate in Extra Curricular Activities?

Yes, However this needs to be worked out between the employer and the student. He is expected to participate in FFA activities. Some students have been FFA officers and have participated in sports.

LEADERSHIP CHARACTER

CITIZENSHIP

Question: What Is The FFA?

The FFA, is the national organization, by, and for youth enrolled in Vocational Agriculture. The organization is non-political, non-profit, and is designed to develop agricultural leadership, character, thrift, scholarship, cooperation, and citizenship.

The FFA organization has a number of specific aims and purposes which are:

- To develop competent, aggressive, agricultural leadership.
- To create and nurture a love of agriculture.
- To strengthen the confidence of students in themselves and their work.
- To create more interest in the intelligent choice of agricultural occupations.
- To encourage members in the development of individual occupational experience programs.
- To encourage members to improve their homes and surroundings.
- To participate in worthy undertakings for the improvement of agriculture.
- To develop character, train for useful citizenship and foster patriotism.
- To participate in cooperative effort in working together.
- To encourage improvement of scholarship.
- To encourage and practice thrift.
- To provide and encourage the development of organized community activities.

AWARDS CONTESTS ACTIVITIES

FFA Motto

LEARNING TO DO
DOING TO LEARN
EARNING TO LIVE
LIVING TO SERVE

Question: In What Activities Do FFA Members Participate?

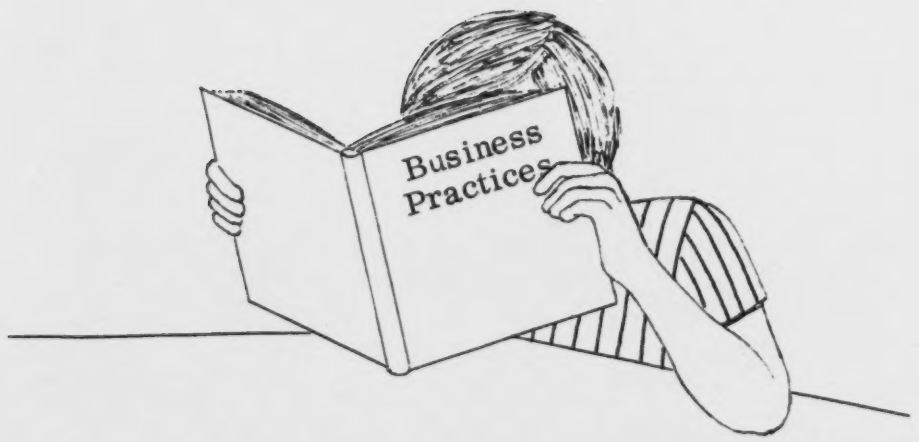
The FFA program is well suited to agribusiness students. FFA members represent their local chapters in district and state activities which furnish valuable experiences. Some of these are:

- -Agri-businessman award (state/national degree)
- -Agri-business award
- -Parlimentary procedure contest
- -Public speaking contests
- -Tractor trouble-shooting contest
- -Livestock judging contests
- -Meat judging contest, Agronomy contest, Dairy products contest
- -Land and soil judging
- -Officer training meetings
- -Camping at Ohio FFA Camp Muskingum (a leadership, conservation-education and recreation camp).

They also participate in other activities as:

- -Prepare Christmas baskets
- -Sell cider
- -Collect for C.R.O.P.
- -Exhibit at the state and county fair
- -Prepare TV and Radio programs

(As you may realize from the above list of special events, a member may further his interests in agriculture by voluntarily participating in such activities.)



What Do Agri-Business Students Study?

They study procedures and practices related to agricultural businesses. An example of the subject matter taught is as follows:

-Orientation to job training
-Opportunities in agriculture
-Human relations in business
-Billing merchandise
-Selling and salesmanship
-Business organizations
-Inventories and depreciation
-Taxes
-Credit and interest charges
-Contracts and leasing
-Insurance
-Office procedures and Records
-Advertising and promotion
-Marketing agricultural products
-Transportation and storage

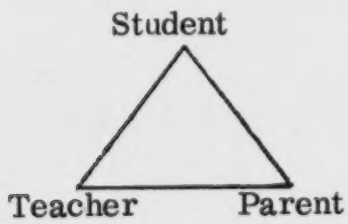
The students also write and give reports specifically related to the agricultural business in which he is working. He will also spend part of his class time studying material that is directly related to his employment.

How Does Production Agriculture Differ From Agri-Business?

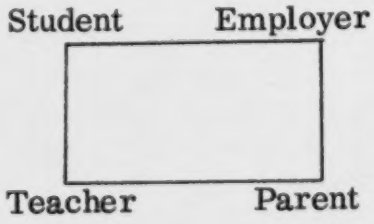
While the program of Agricultural Business and Service Program is similar to the program of Production Agriculture in many respects, there are also many differences.

People Involved

Production Agriculture



Agri-business



Time Spent In School

Production Agriculture

1 Class of Agriculture
3 Other high school classes

Agri-business

1 Class of Related Agriculture
1 Or more other high school classes

How Does Production Agriculture Fit Into The Picture Of Agri-Business?

The student should be enrolled in Production Agriculture for three years if possible. His senior year he would enroll in Agri-Business. He may start to work upon completion of his junior year of high school. He does receive pay for his work.

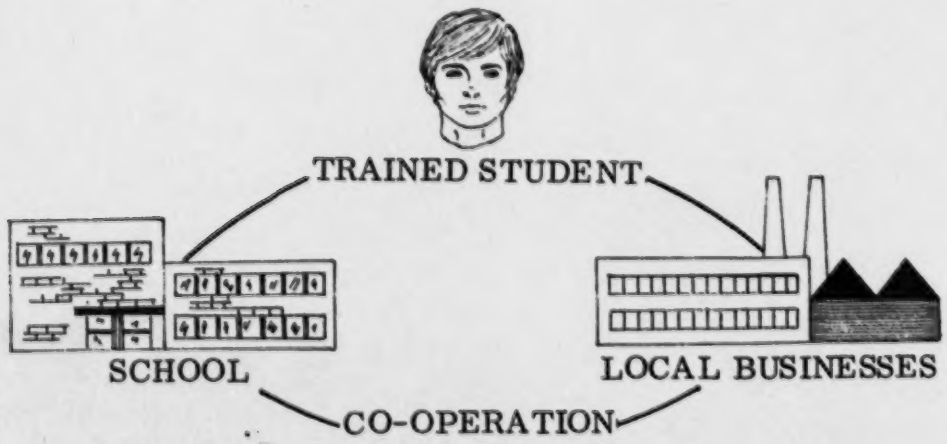
What Are The Benefits Of The Agri-Business Program?

To The School:

1. Provides an opportunity to train students for agriculturally related occupations
2. Provides an opportunity for the school to place its graduates in payroll occupations
3. Provides an opportunity for the schooi to work more closely with the community
4. Provides better-trained graduates for employment

To The Local Community:

1. Provides better trained personnel
2. Provides an employee from the community
3. Lessen unemployment in the community
4. Promotes closer cooperation between the school and the community
5. Provides a means to reduce training problems and expenses
6. Provides an opportunity for the local community to have a direct contribution to the total school program
7. Provides encouragement for students to remain in the local community



What Are The Benefits Of Agri-Business To The Student?

1. Motivates the student in other subjects
2. The student can become acquainted with business operations in general
3. Provides supervised on-the-job training under actual working conditions
4. Provides funds for further training and education
5. Provides an opportunity for the student to establish a reputation on the job
6. Provides an opportunity to learn the technical information of a trade as well as the manipulative skills
7. Provides an opportunity to learn the necessity of cooperating with others.
8. Provides an opportunity to receive individual instruction in his choosen field
9. Provides an opportunity for the student to make an intelligent choice of his life work.
10. Provides an opportunity for the student to determine his possibilities for advancement in a business.